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Demand Builds For Merit Taste Technology.

High and low tar smokers converted as news of 'Enriched Flavor' tobacco spreads.

There is a way to pack flavor – extra flavor – into a low tar cigarette.

MERIT proved it.

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain "flavor-rich" ingredients that deliver taste way out of proportion to tar.

The result was 'Enriched Flavor' tobacco. Tobacco that delivers the kind of taste smokers can switch to.

And stick with.

"I tell you that they are fantastic!...if you can change me, you can change anyone."

—Mrs. Bonnie Lindsay
Bridgeport, Connecticut

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug.'77
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

LOW TAR-'ENRICHED FLAVOR'

This kind of smoker enthusiasm is typical of what smokers are saying about the taste of MERIT.

"After smoking one pack, I was really amazed...they are as good as the cigarettes with higher tar."

—Mrs. Brenda Clark
Opelika, Alabama

"I have been searching for a low tar cigarette for some time now. All others I've tried have no taste... I'm a MERIT man."

—Ray Echard
Parkersburg, West Virginia

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

MERIT

Kings & 100's

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